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**POP Displays Outstanding Merchandising Award**

Las Vegas, NV – March 31, 2014 – POP Displays, a leading retail merchandising solutions provider, along with Maybelline, was awarded an Outstanding Merchandising Achievement (OMA) award for the Maybelline Eyeliner Studio. This award was received from POPAI (Point of Purchase Advertising Institute) at the Global Shop trade event on March 19 in Las Vegas.

The objective of the merchandiser was to show actual eye liner tips in order to help shoppers make a better informed purchase decision. The unit needed to fit into the Maybelline wall, be easily updateable and have the option to be illuminated.

The merchandising unit uses engaging oval windows to create vignettes for eye liner factices. Communication is visual, with shoppers seeing actual product instead of dense copy. The high gloss black background is dramatic and grabs attention. The unit frames and showcases the eye liner section of the Maybelline wall.

POP Displays engineered the merchandiser with a door that hinges up to avoid shoppers seeing any lines. Retailers have a wide variety of gondolas and this unit works in all wall systems with customized brackets. Lighting is an innovative, patented, plug-n-play system with no wire management.

POPAI sponsors the OMA Awards every year at the Global Shop trade show. Hundreds of units are entered into the OMA competition. Judging is rigorous by a panel that includes brand marketers, retailers and producers. They examine each display on its objectives, design and engineering innovation, shopper engagement, retail experience and real-world results. POP Displays has won over 300 merchandising awards.

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## ABOUT POP DISPLAYS

The POP Displays tagline is “Expect more than displays”. They are differentiated by their 1) strategic, consultative approach that translates shopper and retailer insights into value-added solutions that can be affordably executed, 2) vertical integration with flexibility to move between domestic and offshore production to control cost, quality and speed to market and 3) sophisticated structure to develop and manage large, complex programs. They specialize in custom permanent and semi-permanent displays.

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